

Ameren Exhibit 24.2
SRK 1.02 Attach

Ameren Illinois Electric
2012 Community Outreach

Previously Provided Information																	Response to SRK 1.02							
Line #	Recipient	Elec.	Gas	Total	Date	Loc.	Description Sponsorship	Attend- ee Benefit	Message Description	Ad Channel	Booth	Tan- gible Bene- fits (Tic- kets / Meals)	Value of Tan- gible Ben- efits- Electric	Vouch.	Ad Ex. #	Staff Disallo- wed Elec.	1) Explain why expense is neces- sary for delivery service;	2) Identify rate- payer benefits;	3) Provide rationale for reco- very of expense from rate- payers;	4) Explain how expense qualifies as adver- tising expense;	5) Identify specific Section 9-225(3) adver- tising cate- gory;	6) Identify specific adver- tising mess- age;	7) Identify tar- geted aud- ience;	8) Identify means or method in which message was con- veyed.
1	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x
2	Arcola Chamber of Commerce	150	100	250																				
3	Arcola Broom Corn Festival	150	100	250	Sept.	Arcola	Out- reach, webpage	Public Welfare	other	Signage			0	1622989		150	non- 501c3 contri- bution	Public Welfare	Section 9- 227 PUA		n/a	n/a	n/a	n/a
4	Crawford County Fair	60	40	100																				
5	Ad Booklet	60	40	100	July	Oblong	Ad in booklet	Educa- tional	Energy Efficiency	Booklet			0	1564924	12	0								
6	Greater Centralia Chamber	1,500	1,000	2,500																				
7	Balloon Fest Sponsorship	1,500	1,000	2,500	Aug.	Centralia	Ad in booklet, webpage listing	Educa- tional	Energy Efficiency	Booklet			0	1543748	12	0								
8	Heart of Illinois Fair	3,000	2,000	5,000																				
9	Sponsorship Family Fun Zone	3,000	2,000	5,000	July	Peoria	Facility / Activity	Public Welfare	Other	Signage	Event	500	300	1616383		3000	non- 501c3 contri- bution	Public Welfare	Section 9- 227 PUA		n/a	n/a	n/a	n/a
10	Herrin-Festa Italiana	1,500	1,000	2,500																				
11	Herrin-Festin Italiana Sponsorship	1,500	1,000	2,500	May	Herrin	Ad in news- paper	Educa- tional	Energy Efficiency	Booklet, signage	Booth		0	1543824	22	0								

[illegible]

1) Explain why expense is necessary for delivery service;	2) Identify rate-payer benefits;	3) Provide rationale for recovery of expense from rate-payers;	4) Explain how expense qualifies as advertising expense;	5) Identify specific Section 9-225(3) advertising category;	6) Identify specific advertising message;	7) Identify targeted audience;	8) Identify means or method in which message was conveyed.
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